MARKET MAYHEM
How To Avoid It
(and what to do when it strikes)
Protect Yourself First

Insurance
Contracts
Policies
Procedures
Guidelines
Customers Need Rules Too

Smoking
Bikes
Dogs

Make sure to post rules clearly
What Belongs in a Handbook

- Market Info
- Market Standards
- Market Logistics
- Market Policies
- Conduct
- Fees/Payment
- Market Currency
- Compliance and Enforcement
Top Vendor Policies

Vendor Load In/Load Out Process
Vendor Book In/Book Out Process

Code of Conduct
“...PFM will not be bound to apply a specific set of criteria in every instance and reserves unconditional discretion to accept or refuse any business as a PFM vendor.”

Signed Agreement
MAYHEM ENSUES
Set the Tone
Customers Are Awesome

Be gracious and helpful
Get help if needed
Document, Document, Document
When Vendors Attack
The Vendor/Manager Relationship

Build Rapport Early
Remember, your market comes first
It’s not as much about enforcing rules as it is setting and maintain culture
Pick your battles
Be decisive and consistent
Respond, Don’t React

Have a Plan
Be Decisive, Consistent and Reasonable
Have an escalation procedure
Document
Rise above the drama
Don’t worry, it will be ok
You Made It, Congratulations!

Annual Market Check-Up

Build On What You Have

Don’t Be Afraid To Change